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Indraprastha, 102, 1st Floor, Opposite Jaihind Cinema, Dr. B A Road, Mumbai 400012 (IN).

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(74) Agents: FAIR, Paul, A. et al.; FMC Corporation, 1735 Market Street, Philadelphia, PA 19103 (US).

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(71) Applicant (for all designated States except US): **FMC CORPORATION** [US/US]; 1735 Market Street, Philadelphia, PA 19103 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **GADKARI, Vijay, Kamalakant** [IN/IN]; 4/34 Seema, N. Datta Road, R Bunglow, Andheri, Mumbai 400053 (IN). **RANDIVE, Vinayak, Bhalchandra** [IN/IN]; B67/302, Muchkund Cooperative Society, Vasant Vihar, Pokhran Road No. 2, Thane 400601 (IN). **VENKAT, Mahalingam, Ramanan** [IN/IN]; 518/15 Kalptaru, Goshala Road, Mulund (West), Mumbai 400080 (IN). **BETRABET, Namita, Ashok** [IN/IN]; 4 B Maria Apartments 78, Pali Hill Road, Bandra, Mumbai 400050 (IN). **KADAM, Sitaram, Anant** [IN/IN];

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(54) Title: TOOTHPASTE COMPOSITIONS WITH REDUCED ABRASIVITY

(57) **Abstract:** Toothpaste compositions are disclosed. The toothpaste composition comprises a binder; a surface active agent; an abrasive; a humectant; and water; in which: (1) the abrasive is silica, the composition additionally comprises a silica thickener, and the composition comprises 1 to 7 wt % of the silica thickener, less than 15 wt % of the silica abrasive, 45 to 70 wt % water, 0.8 to 3.0 wt % of a surface active agent; 0.05 to 3.0 wt % of the binder; or (2) the abrasive is silica, the composition additionally comprises a silica thickener, the composition comprises 2 to 22 wt % total silica, 0.8 to 3.0 wt % of a surface active agent; 0.05 to 3.0 wt % of the binder, and the composition additionally comprises about 0.1 to 8.0 wt % of non-colloidal microcrystalline cellulose, colloidal microcrystalline cellulose, or a mixture thereof; or (3) the binder is a calcium based abrasive, the binder is a cellulose gum, and the composition comprises 25 to 55 wt % of the calcium based abrasive, 35 to 60 wt % water, 0.8 to 3.0 wt % of the surface active agent, and 1.0 to 3.0 wt % of the binder.